



## **JOB : MARKETING MANAGER**

### ***Company description***

Gramitherm Europe SA is an industrial company active in sustainability and ecological retrofitting and construction.

#### ***WHAT MAKES US PROUD?***

Using natural grass for manufacturing grass insulating batts Gramitherm<sup>®</sup>, good for your home and for the planet with a negative carbon footprint.

We are a solution available now with a positive impact to fight against climate disruption. We are committed to reduce the CO<sub>2</sub> emissions in the construction sector.

#### ***OUR TEAM***

Small organization , highly engaged !

#### ***YOUR MISSION***

To improve the business with the team and our market partners.

### ***Key responsibilities***

#### **Market Strategy**

- Marketing Plan
- Develop a “story telling” and communicate to Sales Team/Sales Team training
- Develop and execute effective pricing strategy
- Drive the market activation for new projects partnerships
- Identify needs and gaps on the product based on consumer insights
- Weekly sales reports and advising corrective actions where needed

#### **Communication**

- Drive engagement and collaboration with key customers
- Communicate key initiatives via newsletter, new website, merchandising
- Leads /data base follow up
- Communication strategy and execution with the communication leader

### ***Skills***

Knowledge in CRM tools (ODOO or equivalent)

- ✓ Fluent in FR, NL, UK. Minimum FR / NL
- ✓ Creative spirit, good communication, team player
- ✓ Outstanding presentation and communication skills
- ✓ Be sensitive to biobased world is a +
- ✓ Passion to win and positive attitude

### ***Our proposal***

A position with responsibilities and challenges, within a motivated team in a fast growing business.

- ✓ Full or part time
- ✓ 6 months CDD starting January 2024. Extendable in CDI
- ✓ Based in Auvélais / Sambreville (B) + home base work to be discussed

Application to be sent to Florent TIMMERMANS, via [s.nuytten@gramitherm.eu](mailto:s.nuytten@gramitherm.eu)